



WKMG

# ORDER

Print Date 10/15/12

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Flight Dates 10/16/12-10/28/12

Contract / Revision 262075 /  
Original Date / Revision 10/15/12 10/15/12  
Advertiser POL/RPOF 3 PACK//R/STR/F

Agency John McLaughlin & Associa  
Buying Contact Marianne Campbell  
919 Prince Street  
Alexandria, VA 22314

Product RPOF/3PACK PLAKON, BOYD, SC  
Agency Com 15%  
Billing Contact  
919 Prince Street  
Alexandria, VA 22314  
Sales Office PHI  
Sales Region NAT  
Agency Ref

Order Sep 00:15:00  
Estimate #  
Alt Order # 06375301  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A50+  
Rev Codes AGY POL GEN  
Product Codes PL-Candidate  
Priority P-2  
Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 24800

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	17	\$21,080.00	\$24,800.00	0.00	10/01/12	10/28/12	17	\$21,080.00	\$24,800.00
Totals	17	\$21,080.00	\$24,800.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	10/22/12	10/24/12	Local 6 News 12-1230p CM Local 6 News 12-1230p	CM	12-1230p	M-W----	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-W----					2	\$900.00		0.00			
E 2	WKMG	10/22/12	10/25/12	News at 6p News at 6p	CM	6-630p	M-WT---	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-WT---					3	\$1,400.00		0.00			
E 3	WKMG	10/17/12	10/19/12	News at 6p News at 6p	CM	6-630p	--W-F--	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W-F--					2	\$1,400.00		0.00			
E 4	WKMG	10/18/12	10/18/12	News at 7p News at 7p	CM	7-7:30p	---1---	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WKMG	10/18/12	10/18/12	News at 7p News at 7p	CM	7-7:30p	---1---	:30	1	\$1,700.00	P-2	0.00 NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/15/12	10/21/12	---1---		1				\$1,700.00		0.00		
E 5	WKMG	10/24/12	10/24/12	M-F 11p News M-F 11p News	CM	11-1135p	--1----	:30	1	\$1,700.00	P-2	0.00 NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/22/12	10/28/12	--1----		1				\$1,700.00		0.00		
E 6	WKMG	10/28/12	10/28/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,800.00	P-2	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/22/12	10/28/12	-----1		1				\$1,800.00		0.00		
E 7	WKMG	10/21/12	10/21/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,400.00	P-2	0.00 NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/15/12	10/21/12	-----1		1				\$1,400.00		0.00		
E 8	WKMG	10/22/12	10/25/12	News at 7p News at 7p	CM	7-7:30p	M--T---	:30	2	\$1,700.00	P-2	0.00 NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/22/12	10/28/12	M--T---		2				\$1,700.00		0.00		
E 9	WKMG	10/17/12	10/17/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--1----	:30	1	\$900.00	P-2	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/15/12	10/21/12	--1----		1				\$900.00		0.00		
E 10	WKMG	10/17/12	10/17/12	M-F 11p News M-F 11p News	CM	11-1135p	--1----	:30	1	\$1,700.00	P-2	0.00 NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/15/12	10/21/12	--1----		1				\$1,700.00		0.00		
N 11	WKMG	10/16/12	10/16/12	M-F 11p News M-F 11p News	CM	11-1135p	-T-----	:30	2	\$1,700.00	P-2	0.00 NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/15/12	10/21/12	-T-----		2				\$1,700.00		0.00		
												Totals	17	\$24,800.00